This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) In a computer system, a method for effectively selling at least one of products and services, wherein all steps are performed by the computer system, the method comprising the steps of:

(a)   determining, by a processor, an existing network framework that includes a plurality of components,

(b)   defining, by the processor, a plan for selling the at least one of products and services to a target market, the plan including improvements to the existing network framework;

(c)   determining, by the processor, a listing of targeted components that relate to the improvements to the existing network framework, wherein each targeted component offers one of the least one of the products and services for sale to the target market;

(d)   determining, by the processor, a listing of at least one of products or services that relate to the targeted components, wherein the at least one of products and services are necessary to implement the improvements;

(e)   identifying, by the processor, a plurality of identified business alliances at least one identified business alliance among a plurality of business entities associated with the targeted components;

(f)   associating, by the processor, selected identified business alliances with each said targeted component, wherein the selected identified business alliances are selected from the plurality of identified business alliances;

(f) (g) displaying, through a display adapter by the processor, a pictorial representation of the existing network framework and the a plurality of components, including the targeted components; and

(g) (h) modifying, through the display adapter by the processor, the pictorial representation by indicia coding the targeted components in order to sell the at least one